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ABSTRACT

This report presents the results of a survey at Johnson County Community College (JCCC) (Kansas), conducted to determine new students' educational objectives and what factors influenced their decisions to attend JCCC. Questions were also asked about new students' preferences for various media in order to provide information for the college's marketing and advertising efforts. Report highlights include: (1) overall, new students' ratings of JCCC are very favorable, with almost nine in ten responding new students (85%) rating JCCC "excellent" or "good," 10% "average," and the remaining 5% "fair" or "poor"; (2) forty-two percent of the respondents chose "inexpensive, reasonable" as what they like best about JCCC; (3) more than one-third (34%) liked the "small class sizes" best; (3) the percentage of respondents indicating that a campus service meets their needs ranged from a high of 92% for computer labs to a low of 65% for job listing and recruitment; (4) one-third of all new students surveyed indicated their educational objectives were to transfer to another college or university, while 18% cited "personal interest/self-improvement"; and (5) the following factors were cited as major influences in students' decision to attend JCCC: "class times fit my schedule" (67%), "can work while attending" (66%), "course offered at JCCC" (63%), and "cost of attending" (60%). (EMH)

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ED 454 914

Fall 2000
New Student Survey

Johnson County Community College
Office of Institutional Research

January 2001

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FALL 2000
NEW STUDENT SURVEY

Johnson County Community College
Office of Institutional Research
12345 College Boulevard
Overland Park, KS 66210-1299
January 2001

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Purpose

In order to help fulfill one of JCCC's mission components, that of serving the current and emerging needs of the residents of Johnson County for higher academic education, the annual survey of new JCCC students was conducted in Fall 2000. The survey was conducted to determine new students' educational objectives and what factors influence new students' decisions to attend Johnson County Community College. Questions were also asked about new students' preferences for various media to provide information for the college's marketing and advertising efforts.

This survey was conducted for the first time in 1995.

Methodology

Surveys were mailed in early October 2000 to 3,943 students who had been identified by the Admissions Office as new JCCC students. In total, 681 usable surveys were returned from students who reported having had no prior classes at JCCC, resulting in a response rate of 17.3%.

Major findings are summarized in the bulleted points and figures on the following pages. Tabled results are in Appendix A and a copy of the survey is in Appendix B. New students' written comments from the surveys are recorded verbatim in a supplement to this report.

Please direct any questions or comments about this survey, as well as requests for the supplement of students' verbatim comments, to:

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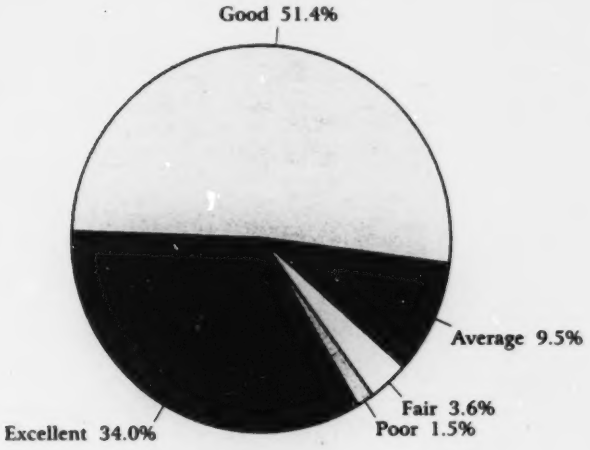
How do new students rate JCCC overall?

- Overall, new students' ratings of JCCC are very favorable. Almost nine in ten responding new students (85%) rate JCCC "excellent" or "good", 10% "average", and the remaining 5% "fair"or "poor". (See Table 1, Appendix A, and Figure 1, below.)

Figure 1
Overall Rating of JCCC

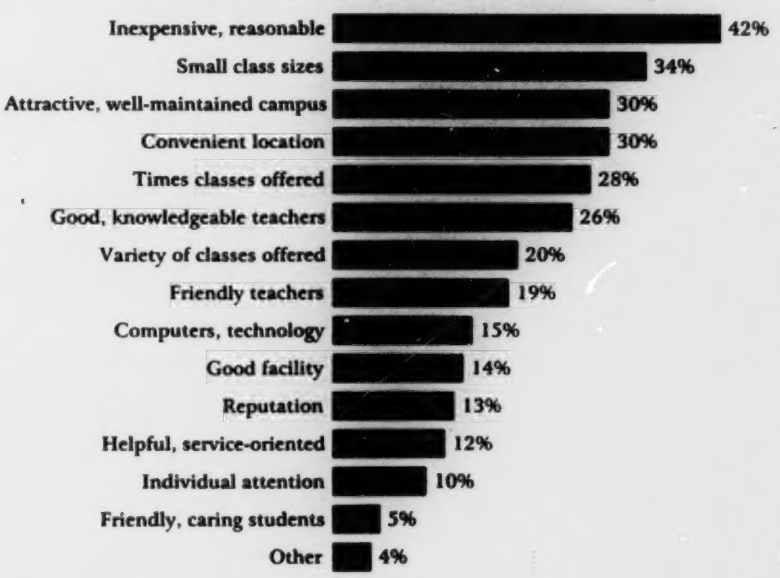


What do new students like best about JCCC?

- Students were asked to select three choices representing what they like best about JCCC from a list of fourteen features of the college. Forty-two percent of the respondents chose "inexpensive, reasonable" as what they like best about JCCC. (See Table 2, Appendix A, and Figure 2, below.) Over one-third (34%) liked the "small class sizes" best.

- Features important to three in ten of responding new students were JCCC's convenient location and the attractive, well-maintained campus. Over one-quarter of new student respondents liked "times classes are offered" (28%) and "good, knowledgeable teachers" (26%) best.

Figure 2
What Students Like Best About JCCC



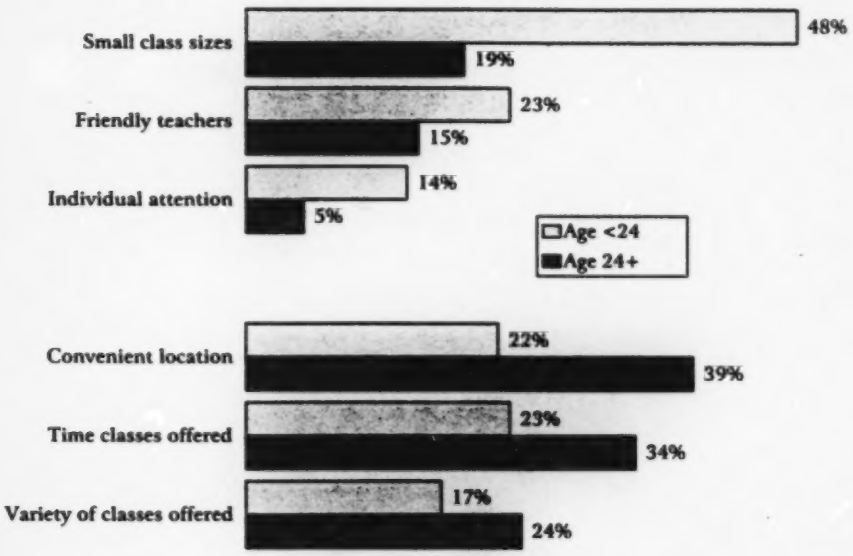
- "Variety of classes offered" and "friendly teachers" were each chosen by about one in five respondents as what they like best about JCCC.

- Differences were apparent between what traditional students (age 23 or younger) and nontraditional students (age 24 or older) like best about JCCC. Major differences between these two groups are depicted in Figure 3 on the next page.

- More than twice as many traditional students - 48% - like small class sizes best, compared with 19% of nontraditional students. Twenty-three percent of traditional students chose JCCC's friendly teachers as what they like best, compared with 15% of nontraditional students.

- A larger proportion of nontraditional students compared with traditional students selected the following features as what they like best about JCCC: convenient location (39% vs. 22%), times classes are offered (34% vs. 23%), and variety of classes offered (24% vs. 17%).

Figure 3
Major Differences by Age Group in What Students Like Best About JCCC

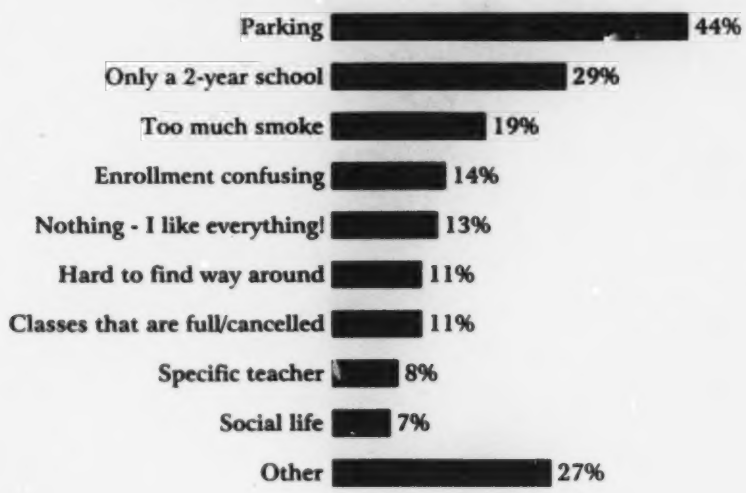


- Forty-seven percent of male respondents chose "inexpensive, reasonable" as what they like best about JCCC, compared with 38% of female respondents (see Table 2, Appendix A).

What do new students like least about JCCC?

- New students surveyed named parking (44%) and the fact that JCCC is a two-year school (29%) as what they like least about JCCC (see Table 3, Appendix A, and Figure 4, below).

Figure 4
What Students Like Least About JCCC



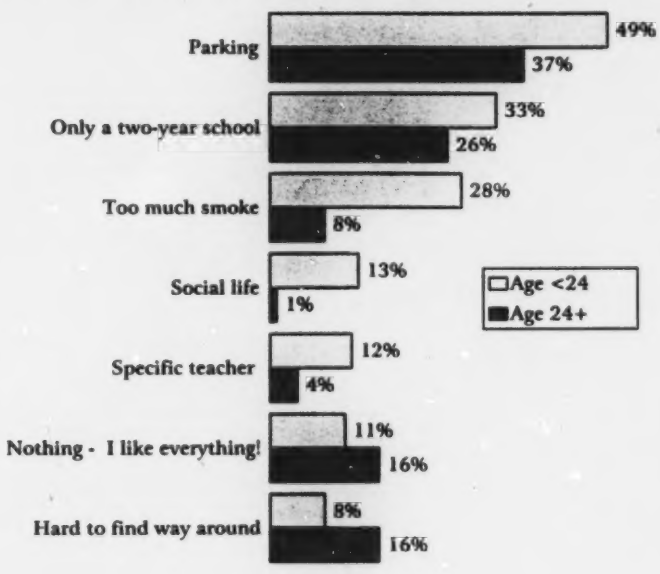
- A wide variety of "dislikes" was reported by the new students. Other than parking and JCCC's status as a two-year school, the most prevalent "dislikes" were:

  -- too much smoke (19%)
  -- enrollment confusing, complicated (14%)
  -- hard to find way around campus (11%)
  -- classes that are full/cancelled (11%)
  -- specific teacher (8%)
  -- social life (7%)

- Thirteen percent of the respondents like *everything* about JCCC!

- Differences in what students like least about JCCC by age group are depicted in Figure 5, below. The greatest differences are for parking (49% of traditional students like parking least, compared with 37% of nontraditional students), too much smoke (28% compared with 8%), the fact that JCCC is only a two-year school (33% compared with 26%), and the social life (13% compared with 1%).

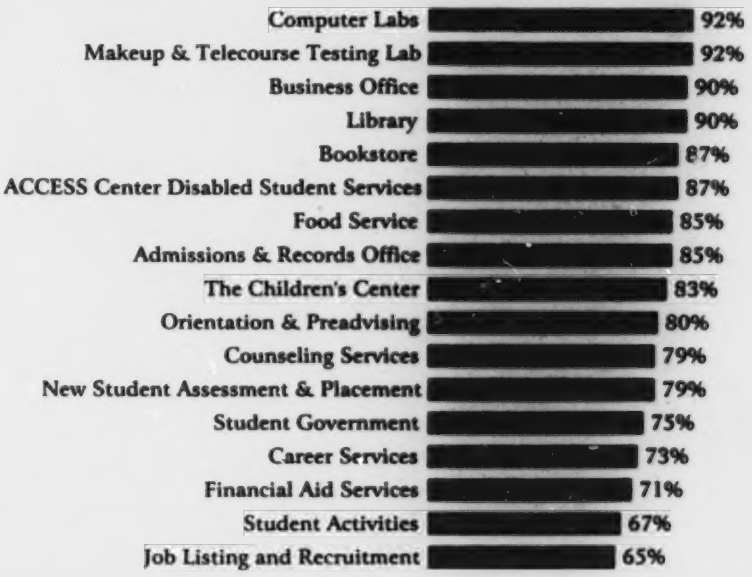
Figure 5
Major Differences in What Students Like Least About JCCC by Age Group



Do campus services meet students' needs?

- For each of seventeen campus services listed, new students surveyed were asked if the service meets their needs or whether it needs improvement (they could also respond, "Don't know"). (See Table 4, Appendix A, and Figure 6, below.)

Figure 6
Campus Services: Percent of Respondents Indicating Service Meets Their Needs



- The percentage of respondents indicating that a campus service meets their needs ranged from a high of 92% for Computer Labs to a low of 65% for Job Listing and Recruitment. Ten of the campus services meet the needs of at least 80% of the students surveyed.

  Also meeting the needs of a large percentage of responding new students were the Makeup and Telecourse Testing Labs (92%), the Business Office (90%), the Library (90%), ACCESS Center Disabled Student Services (87%), and the Bookstore (87%).

- The five campus services with the lowest percentages of needs met are Student Government (75%), Career Services (73%), Financial Aid Services (71%), Student Activities (67%), and Job Listing and Recruitment (65%); although, as noted, even these services met the needs of approximately two-thirds (or more) of respondents.

Note: Percentages are calculated *excluding* responses from students who marked "Don't know." The percentage of total respondents marking "Don't know" as their response varied widely for the 17 services, ranging from a low of 12% for the Bookstore to a high of 85% for the Children's Center and ACCESS Center Disabled Student Services.

- Survey results indicate that two services, Student Government and Student Activities, meet the needs of a lower percentage of traditional students than nontraditional students: 68% vs. 93%, respectively, for Student Government and 63% vs 84%, respectively, for Student Activities. (See Table 4, Appendix A.)

- Two campus services meet the needs of a higher percentage of traditional vs. nontraditional students: ACCESS Center Disabled Student Services (92% vs. 75%) and Computer Labs (96% vs. 86%).

- There were also important differences between responses by females and males. Several campus services meet the needs of a greater number of female than male respondents: Student Government - 82% vs. 68%, Food Service - 89% vs. 79%, and Financial Aid Services - 74% vs. 61%, respectively. (See Table 4, Appendix A.)

- ACCESS Center Disabled Student Services meet the needs of 93% of the male respondents, compared with 84% of female respondents.

EDUCATIONAL OBJECTIVE

Fall 2000 New Student Survey

What is the primary educational objective of new students?

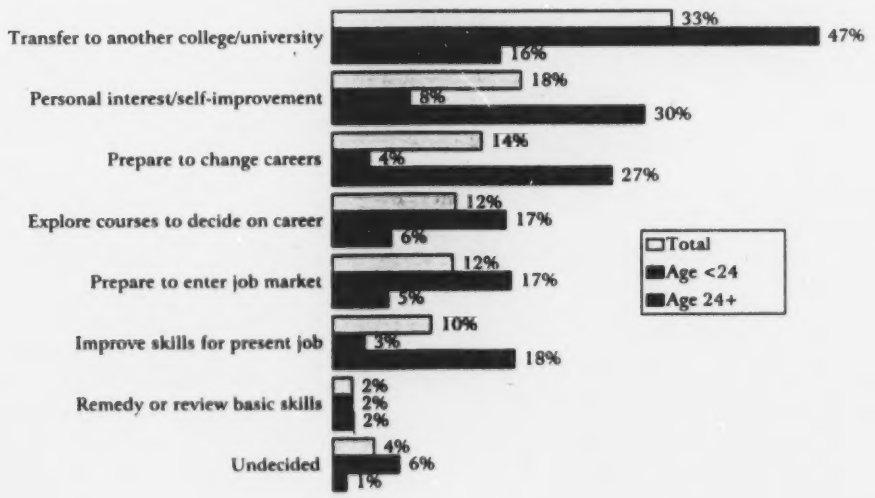
- One-third of all new students surveyed indicated their educational objective was to transfer to another college or university. Eighteen percent cited personal interest/self-improvement. (See Figure 7, below, and Table 5, Appendix A.)

- Fourteen percent of the respondents indicated their educational objective was to prepare to change careers; 12% each cited their objective was to explore courses to decide on a career or to prepare to enter the job market. An additional 10% of respondents desired to improve skills for their present job. Thus, almost half of the respondents indicated a career-related objective.

- Fifty-six percent of nontraditional students and 41% of traditional students had career-related objectives. (See Table 5, Appendix A, and Figure 7, below.) The most common educational objective for traditional students was to transfer to another college or university (given by 47% of this group). Secondary objectives for this group included preparing to enter the job market and exploring courses to decide on a career (17% each).

- No single educational objective was cited by a majority of nontraditional students (age 24 and older). The three most prevalent objectives for this group were personal interest/ self-improvement (30%), preparing to change careers (27%), and improving skills for their present job (18%).

Figure 7
Educational Objective by Age Group

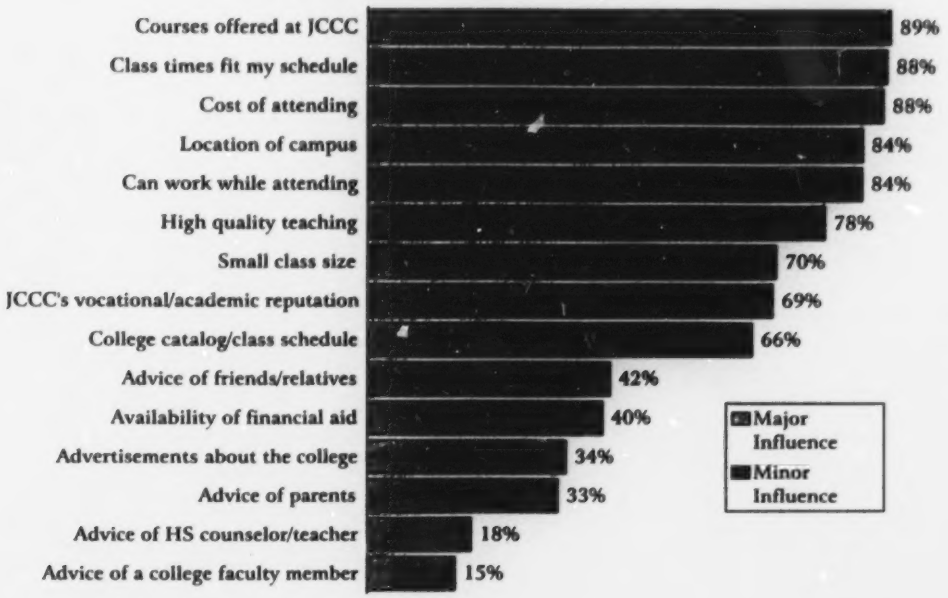


INFLUENCES ON DECISION TO ATTEND *Fall 2000 New Student Survey*

What factors influence new students' decision to attend JCCC?

- Students were asked to indicate how much their decision to attend JCCC was influenced by each of fifteen factors listed on the survey. The following four factors were each cited by at least six in ten of responding new students as a major influence: class times fit my schedule (67%), can work while attending (66%), courses offered at JCCC (63%), and cost of attending (60%). (See Table 6, Appendix A, and Figure 8, below.)

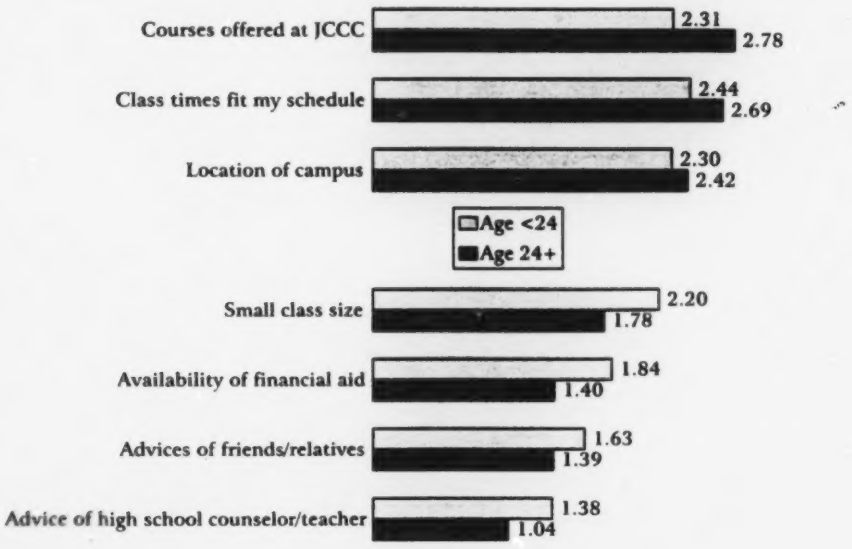
Figure 8
Influences on Decision to Attend JCCC


Courses offered at JCCC 89%
Class times fit my schedule 88%
Cost of attending 88%
Location of campus 84%
Can work while attending 84%
High quality teaching 78%
Small class size 70%
JCCC's vocational/academic reputation 69%
College catalog/class schedule 66%
Advice of friends/relatives 42%
Availability of financial aid 40%
Advertisements about the college 34%
Advice of parents 33%
Advice of HS counselor/teacher 18%
Advice of a college faculty member 15%
Major Influence
Minor Influence

- In addition to the four major influences listed above, the following were also all listed as a major or minor influence by at least two-thirds of responding new students: location of campus (84%), high quality teaching (78%), small class size (70%), JCCC's vocational/academic reputation (69%), and college catalog/class schedule/brochures (66%).

- That traditional students are influenced by different factors than are nontraditional students is evident by the disparity in the mean influence ratings depicted in Figure 9 (next page), and contained in Table 6, Appendix A. Nontraditional students indicated courses offered at JCCC (mean=2.78), class times fit my schedule (mean=2.69), and the location of the JCCC campus (mean=2.42) were a greater influence than they were for traditional students (means=2.31, 2.44, and 2.30, respectively).

Figure 9
Mean Ratings of Influences on Decision to Attend by Age Group
(Scale: 3=Major influence, 2=Minor influence, 1=Not an influence)



- The following were all greater influences for traditional students than for nontraditional students, as evidenced by higher mean scores (traditional students' mean scores are listed first): small class size (mean=2.20 vs. 1.78), availability of financial aid (mean=1.84 vs. 1.40), advice of friends/ relatives (mean=1.63 vs. 1.39), and advice of a high school counselor/teacher (mean=1.38 vs. 1.04).

How do new students hear about JCCC?

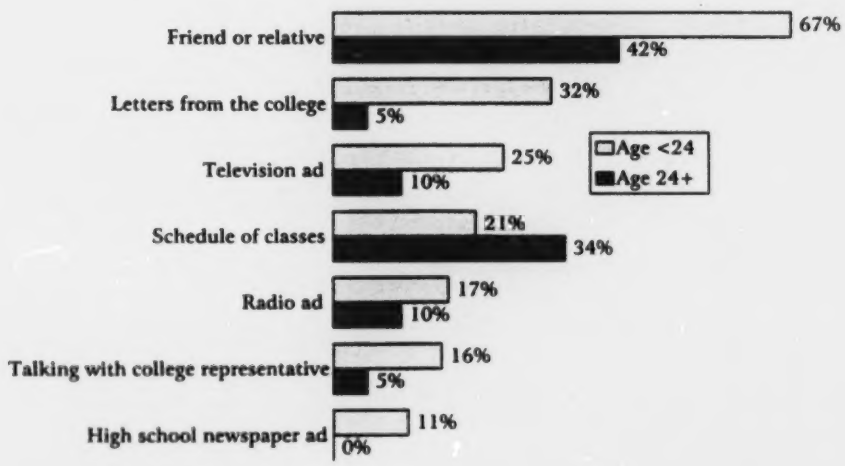
- The most important sources from which new students heard about JCCC include from a friend or relative (56%), college catalog (39%), schedule of classes (27%), Internet/ WWW (25%), and letters from the college (20%). (See Table 7, Appendix A.)

- There are several differences by age in sources from which students heard about JCCC. (See Table 7, Appendix A, and Figure 10, below.) Some of these are expected: a higher percentage of traditional students (32%) cited, "letters from the college," as a source than did nontraditional students (5%). Also, 11% of traditional students reported high school newspaper ads as a source, compared with almost none of nontraditional students.

- Other differences include: 67% of traditional students listed "from a friend or relative" as a source, compared with 42% of nontraditional students; and 34% of nontraditional students heard about JCCC from the schedule of classes compared with 21% of traditional students.

- In addition, 25% of traditional students heard about JCCC from a television ad, compared with only 10% of nontraditional students; and16% of traditional students talked with a JCCC representative, compared with 5% of nontraditional students.

Figure 10
Differences by Age Group in How Students Heard About JCCC



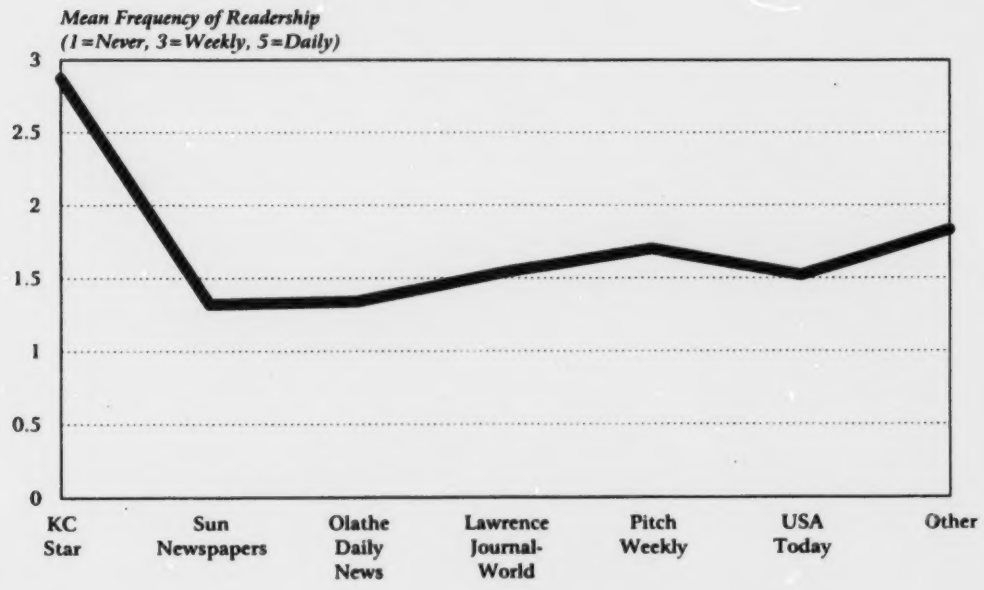
- The percentage of female respondents who heard about JCCC from the college catalog (42%) was higher than the percentage of male respondents (34%).

NEWSPAPER READERSHIP FREQUENCY *Fall 2000 New Student Survey*

Which newspapers do new JCCC students read most frequently?

- The average frequency of readership is highest for the *Kansas City Star* (see Table 8, Appendix A, and Figure 11, below).
- The *Kansas City Star* was the most frequently-read newspaper with 31% of new students indicating they read this newspaper frequently or daily, plus an additional 23% reading it weekly (total 54%). (See Table 8, Appendix A.)
- Fewer traditional-age students (46%) read the *Kansas City Star* at least weekly, compared with 63% of students age 24 or older.
- Frequency of readership for *Lawrence Journal-World*, the *Olathe Daily News*, and Sun newspapers is lower than for the *Kansas City Star*, with 15%, 9%, and 7% of student respondents, respectively, reading these newspapers at least weekly.

Figure 11
Mean Frequency of Newspaper Readership



Which radio stations do new JCCC students prefer?

- The top radio stations were KMXV-FM 93.3 and KCHZ-FM, which were listened to by 40% and 39% of new student respondents, respectively. The following four radio stations were also listened to by a high percentage of new students: KQRC-98.9 (34%), KLZR-105.9 (26%), KCFX-101 (24%), and KPRS-103.3 (22%). (See Table 9, Appendix A, and Figure 12, below.)

- Other radio stations preferred by new students include KSRC-FM (19%), KBEQ-104.3 (18%), KUDL-98.1 (17%), and KFKF-94.1 (17%).

- In general, a higher percentage of traditional new students listen to the radio than do nontraditional new students. Traditional students' top radio stations were KCHZ and KMXV, which were listened to by 57% and 53% of this group, respectively. Other important stations for this group include KQRC (45%) and KLZR (43%). (See Figure 12, below.)

- Nontraditional students' top radio stations include KMXV (27%), KCFX-101 (27%), KUDL (22%), and KQRC (21%).

- There were also considerable differences in the percentage of listeners by gender. In general, higher percentages of females than males indicated they listened to the radio. The largest differences between females and males were for KMXV (46% vs. 31%), KCHZ (43% vs. 34%), and KQRC (31% vs. 42%). (See Table 9, Appendix A, and Figure 12, below.)

Figure 12
Top Ten Radio Stations by Age Group and Gender

Radio Station	Total (%)	<Age 24 (%)	Age 24+ (%)	Female (%)	Male (%)
KMXV-93.3	40.4	53.3	26.9	45.8	31.1
KCHZ-FM	39.4	57.2	19.9	43.3	33.5
KQRC-98.9	33.5	45.3	21.2	30.7	41.6
KLZR-105.9	26.3	42.5	8.4	28.2	23.4
KCFX-101	23.6	22.8	26.6	22.4	28.7
KPRS-103.3	21.6	35.6	5.7	24.2	17.2
KSRC-FM	18.6	19.7	18.2	21.6	13.4
KBEQ-104.3	17.8	23.6	11.4	20.0	13.9
KUDL-98.1	17.3	13.9	21.9	21.8	8.6
KFKF-94.1	16.6	20.0	13.5	18.9	12.9

TV STATION WATCHED MOST OFTEN *Fall 2000 New Student Survey*

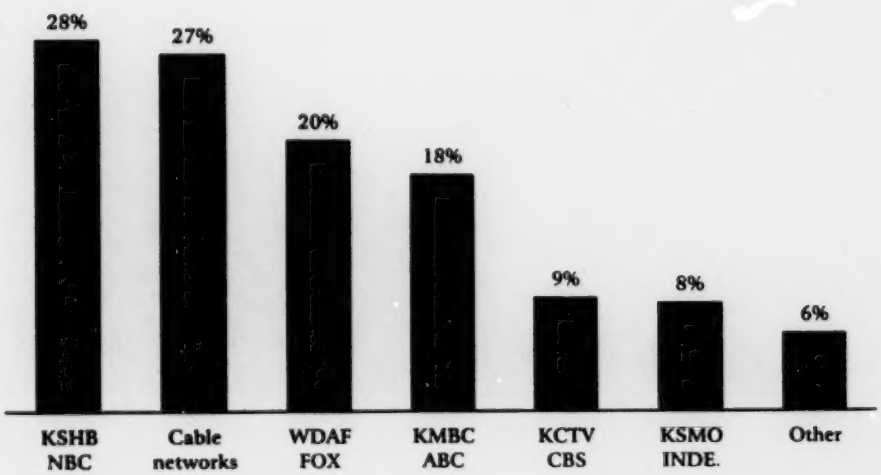
Which TV stations do new JCCC students watch most often?

- The three TV stations watched most often by new students are: KSHB NBC (28%), WDAF FOX (20%), and KMBC ABC (18%). Over one in four (27%) of the respondents indicated they viewed cable networks. KCTV CBS and KSMO Independent Television each had about 8% viewership. (See Table 10, Appendix A, and Figure 13, below.)

- Thirty-seven percent of male students preferred cable networks compared with 23% of female students. Thirty-five percent of female students preferred KSHB NBC compared with 15% of male students. (See Table 10, Appendix A.)

- Thirty-five percent of traditional students (age 23 or younger) preferred cable networks compared to 20% of nontraditional students. (See Table 10, Appendix A.)

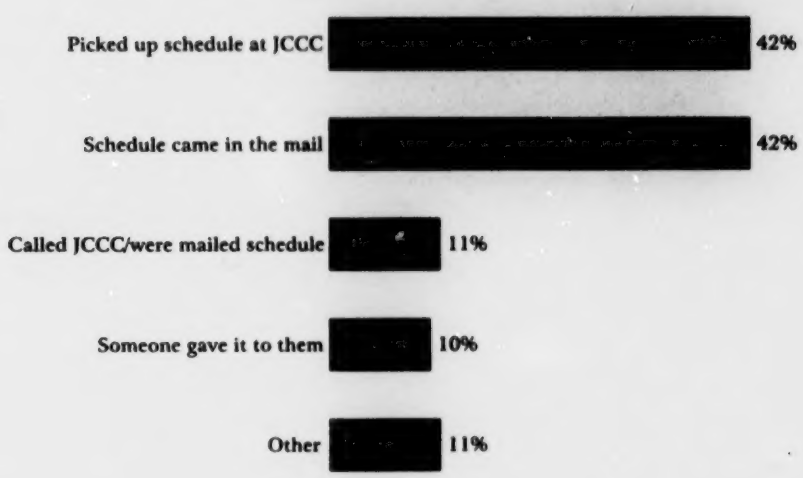
Figure 13
TV Station Watched Most Often



How did new JCCC students receive their class schedule?

- Forty-two percent of students responding picked up their class schedule at JCCC and 42% received it in the mail (see Table 11, Appendix A, and Figure 14, below).

Figure 14
How Student Obtained Class Schedule

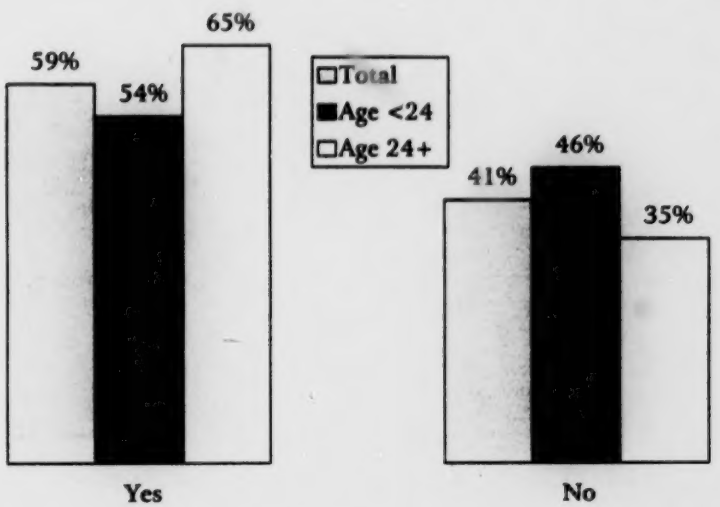


WAS JCCC STUDENTS' FIRST CHOICE?

Was JCCC students' first choice of college/university?

- JCCC was the first choice of college/university for almost 60% of responding new students. (See Table 12, Appendix A, and Figure 15, below.)

Figure 15
Was JCCC Students' First Choice of College/University?



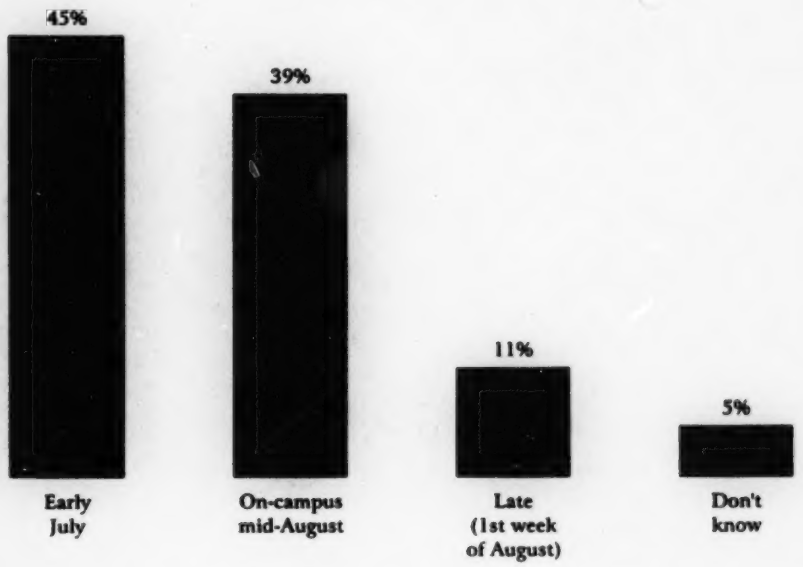
- A higher percentage of nontraditional students than traditional students (65% vs. 54%) indicated that JCCC was their first choice of college/university.

When did new JCCC students register for class?

- Forty-five percent of responding new students registered early in July, 39% registered for class on-campus in mid-August, and 11% percent registered late during the first week of classes (an additional 5% said they didn't know when they registered). (See Table 13, Appendix A, and Figure 16, below.)

- Fewer nontraditional students registered early than did traditional students (31% compared to 47%). Conversely, more nontraditional students registered on campus in mid-August or late than did traditional students (50% vs. 40% and 14% vs. 8%, respectively).

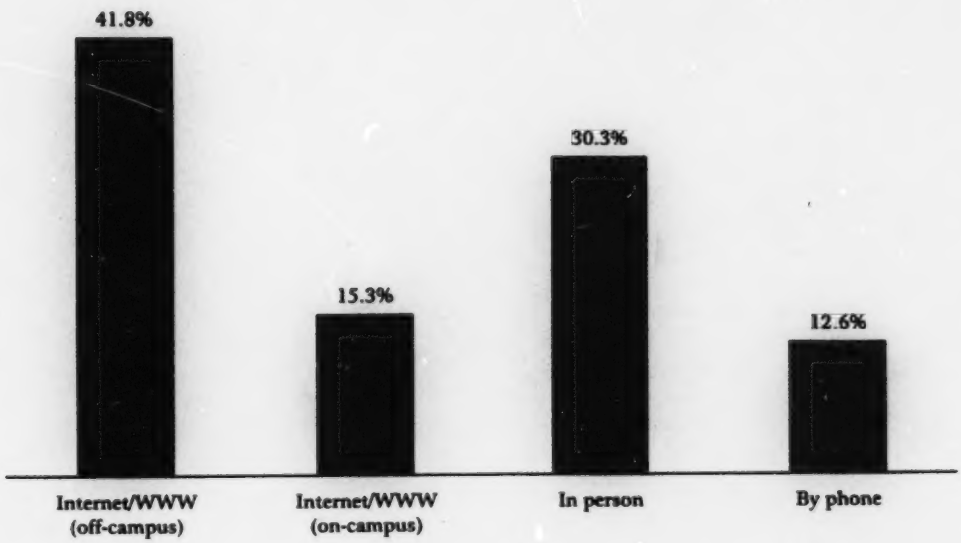
Figure 16
When Students Registered for Class



How did new JCCC students register for class?

- Forty-two percent of responding new students registered for class using the Internet/WWW off-campus and an additional 15% registered using the Internet/WWW on-campus. Thus, almost six in ten new students registered using the Internet/WWW. Thirty percent of responding new students registered in person and 13% registered by phone. (See Table 14, Appendix A, and Figure 17, below).

Figure 17
How Students Registered for Class

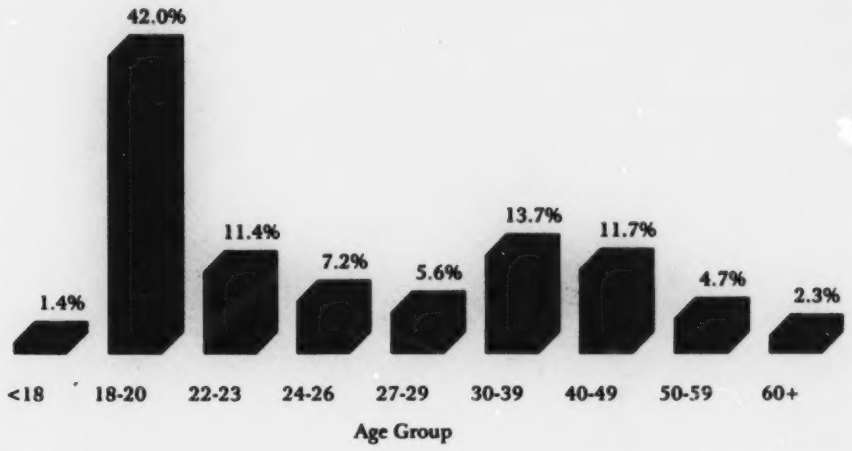


What are the demographic characteristics of the new students?

Age

- The most prevalent age group is age 18-20, which represents 42% of survey respondents. Traditional students (23 or younger) comprised 55% of those responding and nontraditional students (24 or older) comprised 45% (See Table 15, Appendix A, and Figure 18, below.)

Figure 18
Age



- Twenty-five percent of responding new students were in the 30-49 age group.
- The mean age of responding new students was 28 years.

Gender

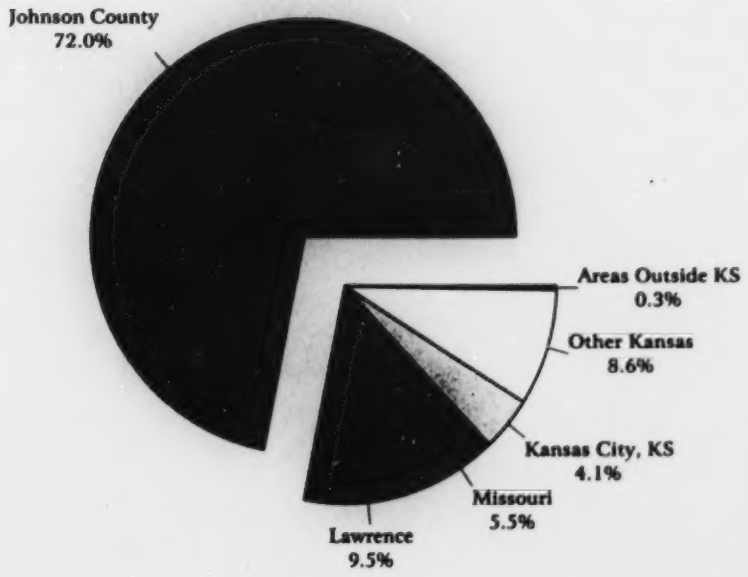
- Sixty-eight percent of new students responding to the survey were female. This is higher than the 55% of females in the student body as reported in the Fall 2000 Enrollment Report.

Where do new JCCC students live?

- Seventy-two percent of responding new students listed Johnson County zip codes for their home and an additional 10% listed Lawrence zip codes, The remaining respondents were from Missouri (6%), Kansas City, Kansas (4%); and other Kansas areas (9%). (See Table 16, Appendix A, and Figure 19, below.)

- Table 17 (Appendix A) details the breakdown of new student zip codes within Johnson County.

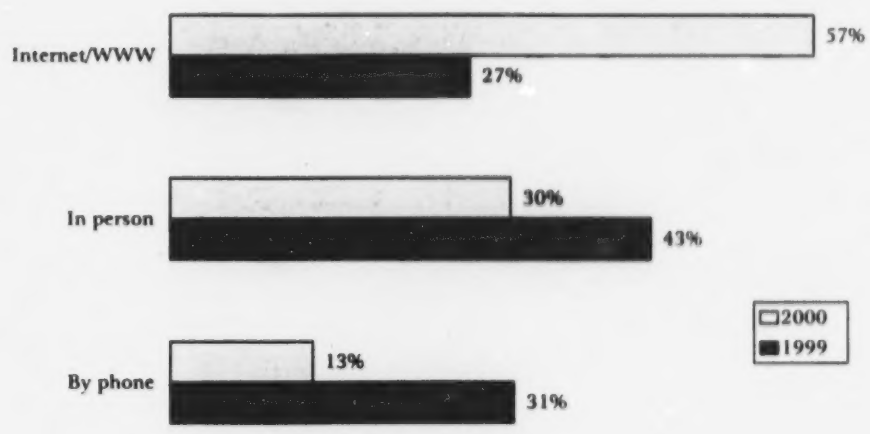
Figure 19
Residence of New Students
(based on zip codes)



How do results from the 2000 and 1999 New Student Surveys differ, if at all?

- Results from the 2000 and 1999 surveys of new students are similar in many respects.
- The overall ratings of JCCC for 2000 and1999 are similar, 4.13 and 4.22, respectively (on a 5-point scale, with 5="excellent" and 4="good").
- Selected findings for these two years are presented in Table 18, Appendix A.
- There was a considerable shift in how student respondents registered for classes from 1999 to 2000. This shift is depicted in Figure 20, below. Use of the Internet/WWW to register more than doubled from 27% in 1999 to 57% in 2000.

Figure 20
Differences in How Students Registered for Classes, 2000 vs. 1999



Registration in person decreased for new students surveyed from 43% in 1999 to 30% in 2000. Phone registration also decreased from 31% in 1999 to13% in 2000.

- The percentage of respondents who chose career-related educational objectives increased from 42% in 1999 to 47% in 2000.
- The percent of respondents indicating what they liked best about JCCC was "friendly teachers" declined from 25% in 1999 to 19% in 2000.

- The percent of respondents indicating what they liked least about JCCC was "too much smoke" increased from 16% in 1999 to 19% in 2000.

- Increases from 1999 to 2000 in the percent of responding new students answering that the services currently meet their needs were exhibited by the Makeup and Telecourse Testing Lab (88% to 92%), the Children's Center (76% to 83%), and Student Activities (63% to 67%).

- Decreases from 1999 to 2000 in the percent of responding new students answering that the services currently meet their needs were exhibited by Counseling Services (87% to 79%), New Student Assessment and Placement (83% to 79%), Career Services (82% to 73%), and Job Listing and Recruitment (73% to 65%).

- Iincreases in mean influences (*on a 3-point scale, with 3=Major Influence, 2=Minor Influence, and 1=Not an Influence*) on the student's decision to attend JCCC include (2000 is listed first) "can work while attending" (mean=2.50, up from 2.43), "cost of attending" (mean=2.48, up from 2.40), and "college catalog/class schedule/brochures (mean=1.91, up from 1.77).

- Mean readership for Sun newspapers decreased from 1.59 in 1999 to 1.32 in 2000 (*5-point scale, with 1=Never and 5=Daily*).

- There was one material difference in the top preferred radio stations between 1999 and 2000. The percent of respondents indicating they listened to KPRS - 103.3 FM increased from 18% in 1999 to 22% in 2000.

- Respondent choice of KSHB NBC as the TV station watched most often increased to 28% in 2000 from 25% in 1999, while viewing of cable networks increased from 22% in 1999 to 27% in 2000.

- The percent of respondents indicating JCCC was their first choice of college/university declined slightly, from 63% in 1999 to 59% in 2000. The decrease was evidenced primarily in nontraditional (age 24+) and female respondents.

- The mean age of survey respondents remained at 27.7 years for both 1999 and 2000.

APPENDIX A

TABLED SURVEY RESULTS

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Table 1

OVERALL RATING OF JCCC

	Total*	Age 23 or Younger	Age 24 or Older	Female	Male
Excellent (5)	34.0%	33.9%	33.9%	32.7%	37.7%
Good (4)	51.5	52.4	51.2	51.9	50.7
Average (3)	9.5	10.1	8.8	9.8	8.2
Fair (2)	3.6	3.1	3.7	3.8	2.4
Poor (1)	1.5	0.6	2.4	1.8	1.0
MEAN	4.13	4.16	4.11	4.10	4.22
No. of respondents	676	357	295	447	209

Note: Sub-groups may not add to the total due to missing responses.

Table 2

WHAT STUDENTS LIKE BEST ABOUT JCCC

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Inexpensive, reasonable	41.6%	40.6%	42.4%	38.4%	46.9%
Small class sizes	34.4	47.5	19.2	36.0	32.0
Convenient location	30.4	22.2	39.4	30.0	31.1
Attractive, well-maintained campus	29.5	31.1	27.6	29.8	29.2
Times classes offered	27.8	23.1	34.0	26.7	30.6
Good, knowledgeable teachers	26.0	24.2	28.3	26.4	25.8
Variety of classes offered	20.0	17.2	23.9	20.9	18.7
Friendly teachers	19.2	23.1	14.5	16.9	23.9
Computers, technology	15.1	15.6	14.8	14.2	17.7
Good facility	13.5	15.0	12.5	12.7	15.8
Reputation	12.9	13.6	12.8	13.6	12.0
Helpful, service-oriented	12.3	15.0	11.4	15.1	6.2
Individual attention	9.7	13.6	5.1	10.0	9.6
Friendly, caring students	4.7	6.1	2.7	4.4	4.8
Other	4.3	3.9	5.1	4.4	3.8
No. of respondents	681	360	297	450	209

Note: Multiple responses allowed. Percentages based on the total number of respondents. Sub-groups may not add to the total due to missing responses.

Table 3

WHAT STUDENTS LIKE LEAST ABOUT JCCC

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Parking	44.1%	49.2%	37.0%	44.7%	42.6%
Only a two-year school	28.9	33.1	25.6	30.7	27.8
Too much smoke	19.1	28.3	8.1	20.7	16.7
Enrollment confusing, complicated	13.5	13.9	12.1	15.1	9.6
Nothing - I like everything!	12.9	10.6	15.8	12.4	13.4
Classes that are full/cancelled	11.2	11.4	9.8	10.0	12.9
Hard to find way around campus	11.0	7.8	15.5	12.0	9.1
Specific teacher	7.9	11.7	3.7	8.7	5.7
Social life	7.3	13.1	0.7	5.6	11.0
Inconvenient location	5.7	6.7	5.1	6.2	4.8
Unfriendly, uncaring students	4.3	6.4	1.0	3.8	3.8
Poor teachers	3.1	3.6	2.4	3.6	2.4
Campus too big	2.2	2.2	2.4	2.7	1.4
Unfriendly, uncaring teachers	2.1	2.5	1.3	2.4	1.4
Other	9.5	7.5	11.8	10.0	9.6
No. of respondents	681	360	297	450	209

Note: Multiple responses allowed. Percentages based on the total number of respondents. Sub-groups may not add to the total due to missing responses.

Table 4

DO CAMPUS SERVICES MEET STUDENTS' NEEDS?

	Meets Needs	Needs Improve-ment	Don't know	% Responding "Meets Needs" Age <24	Age 24+	Female	Male
Computer Labs	91.7%	8.3%	45.1%	95.5%	86.2%	93.6%	88.0%
Makeup and Telecourse Testing Lab	91.5	8.5	68.7	91.2	93.9	93.0	89.8
Business Office	90.2	9.8	60.2	88.6	91.6	89.7	91.1
Library	90.1	9.9	38.8	87.7	94.6	91.7	86.7
Bookstore	87.3	13.0	11.9	86.4	87.1	87.6	85 5
ACCESS Center Disabled Student Services	87.0	13.0	85.2	91.7	75.0	83.9	93.3
Food Service	85.4	14.6	51.7	86.5	81.8	88.5	79.1
Admissions and Records Office	84.5	15.5	35.5	83.8	84.6	83.2	86.9
The Children's Center	83.3	16.7	85.0	88.2	83.3	84.4	86.7
Orientation and Preadvising	80.3	19.7	42.6	80.8	79.9	80.3	79.3
Counseling Services	79.3	20.7	38.8	79.9	79.7	79.2	80.2
New Student Assessment and Placement	79.1	20.9	45.4	78.5	80.0	78.9	79.1
Student Government	74.6	25.4	84.0	68.2	93.3	81.8	68.0
Career Services	72.5	27.5	66.5	73.9	70.0	70.4	76.7
Financial Aid Services	70.6	29.4	61.7	68.0	76.5	73.8	60.7
Student Activities	67.2	32.8	74.7	62.9	84.0	69.7	62.2
Job Listing and Recruitment	65.2	34.8	72.4	64.6	68.3	64.5	67.4

Note: "Meets Needs" and "Needs Improvement" percentages are based on total responding to the question excluding those responding, "Don't know."

Table 5

EDUCATIONAL OBJECTIVE

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Transfer to another college/university	32.6%	46.7%	16.2%	32.2%	34.4%
Personal interest/self-improvement	18.2	7.5	30.0	15.8	22.0
Prepare to change careers	14.4	3.6	26.9	15.3	12.4
Explore courses to decide on career	11.9	16.7	5.7	14.0	7.7
Prepare to enter job market	11.6	17.2	5.4	11.8	12.4
Improve skills for present job	9.5	3.1	17.5	8.4	11.0
Remedy or review basic skills	1.9	1.9	2.0	2.0	1.9
Undecided	4.0	6.4	1.3	4.2	3.3
No. of respondents	681	360	297	450	209

Note: Multiple responses allowed. Percentages based on total respondents. Sub-groups may not add to the total due to missing responses.

Table 6

INFLUENCES ON DECISION TO ATTEND JCCC

	Major Influence =3	Minor Influence =2	Not An Influence =1	Total	Age <24	Age 24+	Female	Male
				MEANS				
Class times fit my schedule	66.9%	21.5%	11.6%	2.55	2.44	2.69	2.59	2.47
Can work while attending	66.1	18.1	15.8	2.50	2.55	2.46	2.50	2.52
Courses offered at JCCC	63.1	25.9	11.0	2.52	2.31	2.78	2.59	2.40
Cost of attending	60.1	27.7	12.2	2.48	2.52	2.43	2.49	2.47
Location of campus	50.7	33.6	15.7	2.35	2.30	2.42	2.38	2.29
High quality teaching	42.7	35.2	22.0	2.21	2.22	2.19	2.29	2.05
JCCC's vocational/ academic reputation	32.1	37.0	30.9	2.01	2.01	2.02	2.06	1.92
Small class size	31.1	38.6	30.2	2.01	2.20	1.78	2.06	1.91
College catalog/class schedule/ brochures	24.8	40.8	34.3	1.91	1.86	1.96	1.97	1.77
Availability of financial aid	22.9	17.4	59.7	1.63	1.84	1.40	1.69	1.51
Advice of friends/relatives	11.4	30.2	58.4	1.53	1.63	1.39	1.55	1.46
Advice of parents	10.2	22.4	67.4	1.43	1.73	1.08	1.45	1.40
Advertisements about the college	7.2	26.8	65.9	1.41	1.43	1.39	1.44	1.33
Advice of a college faculty member	4.8	10.3	84.9	1.20	1.28	1.11	1.23	1.14
Advice of high school counselor/teacher	4.2	13.6	82.2	1.22	1.38	1.04	1.23	1.20

Table 7

HEARD ABOUT JCCC FROM THESE SOURCES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
From a friend or relative	55.5%	66.7%	42.1%	57.3%	53.1%
College catalog	39.2	38.1	41.4	42.2	34.4
Schedule of classes	26.6	20.6	33.7	28.0	24.4
Internet/WWW	25.4	26.9	24.6	26.9	23.0
Letters from the college	19.5	31.7	5.1	20.7	17.7
Television ad	17.9	25.0	10.4	18.2	18.2
Brochures	16.0	16.7	15.2	16.4	15.3
Radio ad	13.8	16.9	10.4	12.2	17.2
Newspaper or magazine ad	11.7	14.7	12.5	12.7	9.6
Talking with college representative	10.7	16.4	4.7	11.6	10.0
High school newspaper ad	7.9	11.1	0.3	8.2	8.1
Newspaper or magazine article	5.9	6.7	5.4	5.6	7.2
Yellow Pages	2.9	3.6	2.4	3.3	1.9
No. of respondents	681	360	297	450	209

Note: Percentages based on total respondents; multiple responses allowed. Sub-groups may not add to the total due to missing responses.

Table 8

FREQUENCY OF NEWSPAPER READERSHIP

	Never 1	Seldom 2	Weekly 3	Frequently 4	Daily 5	MEAN
Kansas City Star	13.2%	32.9%	23.3%	15.3%	15.3%	2.87
Age 23 and younger	*17.8*	*36.3*	*23.2*	*13.6*	*9.1*	*2.60*
Age 24 and older	*8.0*	*29.1*	*24.2*	*17.0*	*21.8*	*3.16*
Female	*14.8*	*33.9*	*22.8*	*15.3*	*12.9*	*2.78*
Male	*10.1*	*30.9*	*24.6*	*15.5*	*18.8*	*3.02*
Sun Newspapers	80.2%	12.4%	3.6%	2.6%	1.2%	1.32
Age 23 and younger	*78.6*	*12.8*	*4.2*	*3.0*	*1.5*	*1.36*
Age 24 and older	*83.1*	*10.7*	*3.1*	*2.3*	*0.8*	*1.27*
Female	*80.8*	*12.1*	*3.7*	*3.2*	*0.2*	*1.30*
Male	*78.5*	*13.3*	*3.6*	*1.5*	*3.1*	*1.37*
Olathe Daily News	82.4%	9.0%	2.6%	3.8%	2.1%	1.34
Age 23 and younger	*80.4*	*7.7*	*3.6*	*5.7*	*2.7*	*1.43*
Age 24 and older	*85.6*	*9.8*	*1.5*	*1.5*	*1.5*	*1.24*
Female	*83.8*	*6.9*	*3.2*	*3.9*	*2.2*	*1.34*
Male	*80.5*	*12.3*	*1.5*	*3.6*	*2.1*	*1.34*
Lawrence Journal-World	66.6%	18.6%	10.0%	4.4%	0.5%	1.54
Age 23 and younger	*71.9*	*17.9*	*6.6*	*3.0*	*0.6*	*1.42*
Age 24 and older	*60.4*	*19.8*	*13.4*	*6.0*	*0.4*	*1.66*
Female	*69.3*	*18.7*	*7.9*	*3.9*	*0.2*	*1.47*
Male	*61.8*	*19.1*	*12.6*	*5.5*	*1.0*	*1.65*
Pitch Weekly	55.0%	28.0%	10.1%	6.5%	0.5%	1.70
Age 23 and younger	*57.6*	*24.7*	*10.3*	*6.8*	*0.6*	*1.68*
Age 24 and older	*51.5*	*31.6*	*10.2*	*6.4*	*0.4*	*1.73*
Female	*56.6*	*28.0*	*8.8*	*5.9*	*0.7*	*1.66*
Male	*52.3*	*27.1*	*13.1*	*7.5*	*0.0*	*1.76*
USA Today	62.1%	29.9%	3.1%	4.1%	0.8%	1.52
Age 23 and younger	*72.9*	*19.7*	*3.5*	*2.9*	*0.9*	*1.39*
Age 24 and older	*48.7*	*42.3*	*2.6*	*5.6*	*0.7*	*1.67*
Female	*67.7*	*26.2*	*1.9*	*3.6*	*0.5*	*1.43*
Male	*50.3*	*38.1*	*5.1*	*5.1*	*1.5*	*1.70*
Other Newspapers	51.3%	30.1%	6.6%	8.0%	4.0%	1.83
Age 23 and younger	*52.7*	*28.1*	*6.0*	*9.0*	*3.9*	*1.84*
Age 24 and older	*49.8*	*32.0*	*7.7*	*6.6*	*3.9*	*1.83*
Female	*52.6*	*29.3*	*6.9*	*6.9*	*4.2*	*1.81*
Male	*48.2*	*32.1*	*6.2*	*9.8*	*3.6*	*1.89*

Table 9

PREFERRED RADIO STATIONS

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
KMXV - Mix 93.3 FM	40.4%	53.3%	26.9%	45.8%	31.1%
KCHZ - 95.7 FM	39.4	57.2	19.9	43.3	33.5
KQRC - 98.9 The Rock	33.5	45.3	21.2	30.7	41.6
KLZR - 105.9 FM	26.3	42.5	8.4	28.2	23.4
KCFX - 101.1 FM	23.6	22.8	26.6	22.4	28.7
KPRS - 103 FM	21.6	35.6	5.7	24.2	17.2
KSRC- Star 102.1 FM	18.6	19.7	18.2	21.6	13.4
KBEQ - 104 FM	17.8	23.6	11.4	20.0	13.9
KUDL - 98.1 FM	17.3	13.9	21.9	21.8	8.6
KFKF - 94 FM	16.6	20.0	13.5	18.9	12.9
KYYS - 99.7 FM	14.8	16.9	13.1	12.4	12.1
KCMO - 94.9	13.8	17.5	10.1	14.4	13.4
KCIY - 106.5 FM	10.4	6.9	14.8	10.9	9.6
KCUR - 89.3 FM	9.5	3.1	17.2	8.4	11.5
KLJC - 88.5 FM	7.0	4.7	9.1	6.9	7.2
KMBZ-980 AM	6.5	3.1	10.1	4.2	11.0
KKFI - 90.1 FM	6.3	6.9	5.1	5.6	7.7
KNXR - 107.3 FM	5.0	5.6	4.4	5.8	2.9
KCCV- 92.3 FM	4.7	3.6	5.4	4.2	5.3
WDAF - 610 AM	3.7	3.6	3.7	3.1	5.3
KCMO - 710 AM	3.5	0.8	6.7	3.1	4.3
WHB - 810 AM	3.5	3.1	4.0	1.3	8.1
KPHN- 1190 AM	1.6	0.6	2.7	1.3	1.9
KCCV- 760 AM	0.7	0.3	1.3	0.7	1.0
No. of respondents	681	360	297	450	209

Note: Multiple responses; percentages based on total respondents for the category. Sub-groups may not add to the total due to missing responses.

Table 10

TV STATION WATCHED MOST OFTEN

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
KSHB NBC	28.0%	30.3%	26.3%	34.9%	14.8%
Cable networks	26.9	34.4	19.5	23.1	37.3
WDAF FOX	20.4	20.8	21.2	20.9	20.1
KMBC ABC	17.8	16.1	20.9	18.4	17.7
KCTV CBS	8.5	7.5	9.8	9.1	8.1
KCPT PUBLIC	2.8	1.4	4.4	2.4	3.8
KSMO INDE.	8.1	11.9	4.0	10.9	2.4
KMCI Ch. 38	2.1	2.8	1.3	1.3	3.8
KXPE Ch. 50	0.9	0.6	1.3	1.1	0.5
No. of respondents	681	360	297	450	209

Note: Multiple responses allowed. Sub-groups may not add to the total due to missing responses.

Table 11

HOW STUDENTS RECEIVED THEIR CLASS SCHEDULE

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Picked it up at JCCC	42.4%	43.6%	41.8%	40.4%	48.3%
Received it in the mail	42.1	43.3	41.1	43.1	40.2
JCCC mailed it to me after I called	11.3	10.3	12.8	13.8	6.7
Someone gave it to me	10.0	11.7	7.7	8.9	12.9
Other	10.6	12.2	8.8	10.9	9.6
No. of respondents	681	360	297	450	209

Note: Multiple responses allowed. Sub-groups may not add to the total due to missing responses.

Table 12

WAS JCCC STUDENTS' FIRST CHOICE OF COLLEGE/UNIVERSITY?

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Yes	59.1%	53.9%	65.0%	57.6%	61.2%
No	40.9	46.1	35.0	42.4	38.8
No. of respondents	668	358	286	441	206

Note: Sub-groups may not add to the total due to missing responses.

Table 13

WHEN STUDENTS REGISTERED FOR CLASSES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Early registration (July)	45.4%	46.7%	31.1%	40.4%	36.4%
On-campus registration (mid-August)	38.6	40.4	50.2	43.5	46.9
Late registration (first week of classes)	10.9	7.7	14.3	10.9	10.0
Don't know	5.1	5.2	4.4	5.2	4.3
No. of respondents	663	349	297	441	204

Note: Sub-groups may not add to the total due to missing responses.

Table 14

HOW STUDENTS REGISTERED FOR CLASSES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Internet/WWW (off-campus)	41.8%	37.5%	48.0%	42.1%	41.6%
In person	30.3	27.2	31.8	27.8	34.0
Internet/WWW (on-campus)	15.3	18.9	11.8	16.5	13.4
By phone	12.6	16.4	8.4	13.6	11.0
No. of respondents	680	360	296	449	209

Note: Sub-groups may not add to the total due to missing responses.

Table 15

AGE AND GENDER

	Total	Female	Male
Age			
<18	1.4%	1.8%	0.5%
18-20	42.0	42.2	42.3
21-23	11.4	11.1	12.0
24-26	7.2	7.4	6.7
27-29	5.6	4.7	7.7
30-39	13.7	14.2	11.5
40-49	11.7	11.5	12.0
50-59	4.7	5.2	3.8
60+	2.3	1.8	3.4
MEAN	27.7	27.5	28.1
MEDIAN	22.0	22.0	22.0
No. of respondents	657	443	208

Gender	**Total**	**Age 23 or Younger**	**Age 24+**
Female	68.3%	68.2%	67.9%
Male	31.7	31.8	32.1
No. of respondents	659	358	297

Note: Sub-groups may not add to the total due to missing responses.

Table 16

AREAS OF RESIDENCE

Students' Areas of Residence (as determined by students' home zip codes)	Number	Percent of Total
Johnson County		
Overland Park	147	22.9%
Eastern Suburbs	39	6.1
Northern Suburbs	58	9.0
Olathe	91	14.2
Shawnee/Lenexa	91	14.2
Southern Rural	12	1.9
Western Rural	24	3.7
Sub-total Johnson County	**462**	**72.0%**
Kansas City, Ks	**26**	**4.1%**
Lawrence, Ks	**61**	**9.5%**
Missouri	**35**	**5.5%**
Other Kansas	**55**	**8.6%**
Other	**2**	**0.3%**
No. of respondents	**641**	**100.0%**

Table 17

ZIP CODES WITHIN JOHNSON COUNTY

City/Zip	Number	Percent
Overland Park		
66204	17	2.7%
66207	6	0.9
66212	39	6.0
66214	14	2.2
66213	19	3.0
66210	23	3.6
66221	6	0.9
66223	18	2.8
66224	5	0.8
Eastern Suburbs		
66208 PV	19	3.0%
66206 Leawood	8	1.2
66209 Leawood	9	1.4
66211 Leawood	3	0.5
Northern Suburbs		
66201 Merriam	1	0.2%
66202 Merriam	24	3.6
66203 Merriam	19	3.0
66205 RP/Fairway	14	2.2
Olathe		
66061	30	4.7%
66062	61	9.5

Table 17 (cont'd)

ZIP CODES WITHIN JOHNSON COUNTY

	Number	Percent
Shawnee & Lenexa		
66216 Shawnee	31	4.8%
66217 Shawnee	3	0.5
66218 Shawnee	7	1.1
66225 Shawnee	1	0.2
66226 Shawnee	6	0.9
66215 Lenexa	29	4.5
66219 Lenexa	11	1.7
66220 Lenexa	2	0.3
66227 Lenexa	1	0.2
Southern Rural		
66013 Bucyrus	2	0.3%
66083 Spring Hill	7	1.1
66085 Stilwell	3	0.5
Western Rural		
66018 Desoto	4	0.6%
66025 Eudora	8	1.2
66030 Gardner	12	1.9
No. of respondents	**462**	**72.0%**

Table 18

COMPARISON OF SELECTED RESULTS FOR 2000 AND 1999

	2000	1999
Mean Overall Rating *(1=Poor, 5=Excellent)*	4.13	4.22
How Students Registered for Class		
In person	30.3%	42.7%
By phone	12.6	30.6
Internet/WWW	57.1	26.7
Educational Objective		
Career-related objectives	47.4%	41.7%
Transfer to another college/university	32.6	35.9
Personal interest/self-improvement	18.2	14.7
Other	5.9	7.7
What Students Like Best About JCCC		
Friendly teachers	19.2%	24.7%
What Students Like Least About JCCC		
Too much smoke	19.1%	15.9%
Do Campus Services Meet Needs?		
Makeup and Telecourse Testing Lab	91.5%	87.5%
Bookstore	87.3	84.8
The Children's Center	83.3	76.3
Counseling Services	79.3	87.1
New Student Assessment and Placement	79.1	83.1
Career Services	72.5	82.0
Student Activities	67.2	62.8
Job Listing and Recruitment	65.2	73.2

Table 18 (cont'd)

COMPARISON OF SELECTED RESULTS FOR 2000 AND 1999

	2000	1999
Mean Frequency of Newspaper Readership		
(1=Never, 3=Weekly, 5=Daily)		
Sun Newspapers	1.32	1.59
Top Preferred Radio Stations		
KPRS - 103.3	21.6%	17.9%
TV Station Watched Most Often		
KSHB NBC	28.0%	25.2%
Cable Networks	26.9	22.2
Mean Influences on Decision to Attend JCCC		
(3=Major, 2=Minor, 1=Not an influence)		
Can work while attending	2.50	2.43
Cost of attending	2.48	2.40
JCCC's vocational/academic reputation	2.01	2.08
College catalog/class schedule/brochures	1.91	1.77
Was JCCC Students' First Choice of College/University?		
Yes	59.1%	62.5%
Mean Age	27.7	27.7

APPENDIX B

QUESTIONNAIRE AND COVER LETTER

October, 2000

Dear New JCCC Student:

The faculty, administration, and staff welcome you to Johnson County Community College!

We would like your assistance with a project that is being conducted by the Office of Institutional Research to learn more about its new students as educational consumers. Information from this survey will provide us with data necessary to evaluate college programs and services.

Please take a few minutes to complete the enclosed survey. When you have finished, return it to the college in the enclosed postage-paid business reply envelope. All responses will be kept strictly confidential and reported as grouped data only. Direct questions regarding this survey to the Office of Institutional Research, 469-8500, ext. 2443.

Please return the survey by November 1, 2000. Thank you for your help.

Sincerely,

Dan Radakovich

Dan Radakovich
Vice President, Academic Affairs

Enclosure

FALL 2000 FIRST-TIME STUDENT SURVEY

Johnson County Community College

12345 College Boulevard Overland Park, Kansas (913) 469-8500

Dear New Student,

Johnson County Community College is conducting this survey to evaluate and improve our services to you. Your responses will be kept strictly confidential and reported as grouped data only. Please return your completed survey in the enclosed postpaid envelope. Thank you for your help!

NOTE: Please fill in the ovals completely. Make no stray marks. Your comments are welcome; please write them in the Comments section on the last page, attaching additional sheets if you like.

1. Overall, based on your experience as a new student, how would you rate JCCC?

- O Poor
- O Fair
- O Average
- O Good
- O Excellent

2. Which of the following best describes your reason for coming to JCCC? (Mark only ONE)

- O Transfer to another college/university
- O Prepare to enter job market
- O Improve skills for present job
- O Explore courses to decide on career
- O Remedy or review basic skills
- O Personal interest or self-improvement
- O Prepare to change careers
- O Undecided

3. Which of the following do you like BEST about JCCC? (Mark UP TO 3)

- O Attractive, well-maintained campus
- O Computers, technology
- O Convenient location
- O Friendly, caring students
- O Friendly teachers
- O Good facility
- O Good, knowledgeable teachers
- O Helpful, service-oriented
- O Individual attention
- O Inexpensive, reasonable
- O Reputation
- O Small class sizes
- O Times classes offered
- O Variety of classes offered
- O Other: _____

4. Which of the following do you like LEAST about JCCC? (Mark UP TO 3)

- O Campus too big
- O Classes that are full/cancelled
- O Enrollment confusing, complicated
- O Hard to find way around campus
- O Inconvenient location
- O Only a two-year school
- O Parking
- O Poor teachers
- O Social life
- O Specific teacher
- O Too much smoke
- O Unfriendly, uncaring students
- O Unfriendly, uncaring teachers
- O Nothing - I like everything!
- O Other: _____

Please indicate whether each of the following is a Major influence, Minor influence, or Not an influence on your decision to attend JCCC. Mark the response that BEST describes your experience.

	Not an influence	Minor influence	Major influence
5. Courses offered at JCCC	0	0	0
6. JCCC's vocational/academic reputation	0	0	0
7. Cost of attending	0	0	0
8. Location of campus	0	0	0
9. Advice of parents	0	0	0
10. Advice of friends/relatives attending JCCC	0	0	0
11. Advice of high school counselor/teacher	0	0	0
12. Advice of a college faculty member	0	0	0
13. Small class size	0	0	0
14. High quality teaching	0	0	0
15. Can work while attending	0	0	0
16. Advertisements about the college	0	0	0
17. Class times fit my schedule	0	0	0
18. Availability of financial aid	0	0	0
19. College catalog/class schedule/brochures	0	0	0

20. About the time you enrolled, do you remember hearing about JCCC from any of these sources? (Mark all that apply.)

- 0 Newspaper or magazine ad
- 0 Letters from the College
- 0 Talking with College representative
- 0 Newspaper or magazine article
- 0 High school newspaper ad
- 0 Radio ad
- 0 Television ad
- 0 Yellow Pages
- 0 Brochures
- 0 From a friend/relative
- 0 Schedule of classes
- 0 College catalog
- 0 Internet/WWW

21. Was JCCC your first choice of college/university?

- 0 Yes
- 0 No

22. Before this semester, had you ever taken a credit class at JCCC?

- 0 Yes
- 0 No

23. How did you register for classes this semester? (Mark only ONE)

- 0 In person
- 0 By phone
- 0 Internet/WWW (on-campus)
- 0 Internet/WWW (off-campus)

24. How did you receive the current class schedule? (Mark as many as apply.)

- O Received it in the mail
- O Someone gave it to me
- O Picked it up at JCCC
- O JCCC mailed me one after I called
- O Other: _____

25. When did you register for classes this semester? (Mark only ONE)

- O Early registration (July)
- O On-campus (mid-August)
- O Late (1st week of class)
- O Don't know/remember

26. Please indicate whether the following campus services are currently meeting your needs.

	This service currently meets my needs	This service needs to be improved	Don't know
Orientation/Pre-advising	O	O	O
Counseling Services ..	O	O	O
Career Services	O	O	O
Job Listing/Recruitment	O	O	O
New Student Assessment/Placement	O	O	O
Make-up & Telecourse Testing Lab	O	O	O
Financial Aid Services .	O	O	O
Business Office	O	O	O
Admissions & Records Office	O	O	O
Bookstore	O	O	O
Food Service	O	O	O
The Children's Center .	O	O	O
Library	O	O	O
Computer Labs	O	O	O
ACCESS Center for Disabled Students	O	O	O
Student Activities	O	O	O
Student Government ..	O	O	O

MEDIA HABITS

27. Which radio station(s) do you prefer? (Mark all that apply)

- O KLJC-FM (88.5)
- O KCUR-FM (89.3)
- O KKFI-FM (90.1)
- O KCCV-FM (92.3)
- O KMXV-FM (93.3)
- O KFKF-FM (94.1)
- O KCMO-FM (94.9)
- O KCHZ-FM (95.7)
- O KUDL-FM (98.1)
- O KQRC-FM(98.9)
- O KYYS-FM (99.7)
- O KCFX-FM (101.1)
- O KSRC-FM (102.1)
- O KPRS-FM (103.3)
- O KBEQ-FM (104.3)
- O KLZR-FM (105.9)
- O KCIY-FM (106.5)
- O KNRX-FM (107.3)
- O WDAF-AM (610)
- O KCMO-AM (710)
- O KCCV-AM (760)
- O WHB-AM (810)
- O KMBZ-AM (980)
- O KPHN-AM (1190)

28. How often do you read the following newspapers?

	Never	Seldom	Weekly	Frequently	Daily
Kansas City Star	0	0	0	0	0
Lawrence Journal-World .	0	0	0	0	0
Olathe Daily News	0	0	0	0	0
Sun Newspapers	0	0	0	0	0
Pitch Weekly	0	0	0	0	0
USA Today	0	0	0	0	0
Other Newspapers	0	0	0	0	0

29. Which TV station do you watch MOST often? (Mark only ONE)

0 WDAF CH. 4 (Fox) (Ally McBeal, Simpsons, X-Files)

0 KCTV CH. 5 (CBS) (Cosby, Nash Bridges, Walker, Texas Ranger)

0 KMBC CH. 9 (ABC) (Drew Carey, NYPD Blue, The Practice)

0 KSHB CH. 41 (NBC) (Friends, West Wing, ER)

0 KSMO CH. 62 (Indep.) (Dawson's Creek, Felicity, Buffy)

0 KCPT CH. 19 (Public) (Rare Visions, Wishbone)

0 KPXE CH. 50 (Indep.) (Shop 'til You Drop, Supermarket Sweeps, Little Men)

0 KMCI CH. 38 (Indep.) (Syndicated Simpsons at 6:30/10:30 p.m.)

0 Cable Networks (MTV, Comedy Central, ESPN2)

COMMENTS:

DEMOGRAPHICS

30. Gender

0 Male
0 Female

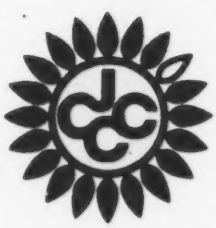
31. Age

	☐	☐
0	0	0
1	0	0
2	0	0
3	0	0
4	0	0
5	0	0
6	0	0
7	0	0
8	0	0
9	0	0

32. Zip Code of Residence

	☐	☐	☐	☐	☐
0	0	0	0	0	0
1	0	0	0	0	0
2	0	0	0	0	0
3	0	0	0	0	0
4	0	0	0	0	0
5	0	0	0	0	0
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0

Thank you for responding to this survey.



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